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ABSTRACT

This self-study book concentrates on enabling trainers to talk and think in a business-related way, use business concepts and terminology, and translate training and development ideas into a business setting. Each part contains activities to enable users to study their training and development function and organization and consider how to use the approaches. Chapters 1-2 in part I explore the need to be able to speak the language of business and identify key issues in the changing world of the trainer. Chapters 3-5 in part II discuss business strategy and linking training with an organization's business needs and direction, the style and expertise of the trainer and their links with strategic needs of an organization, and "adding value." Chapters 6-11 in part III on financial issues discuss the following: overview of accounting; financial and management accounting; cash flow; types of budgets; and financial issues. Chapters 12-20 in part IV on marketing awareness focus on these topics: marketing; captive and competitive marketplaces; the marketing mix; features, benefits, and unique selling points; SWOT (strengths, weaknesses, opportunities, threats) analysis; PEST (political, economic, sociological, technological) analysis; product life cycle; product analysis; and corporate and product image. Chapter 21 offers a final activity to draw up a checklist of actions the user may wish to take. Appendixes include an annotated list of seven resources and an index. (YLB)

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